

**SAMPLE**

730 Sample Street ~ Sample, CA 94110

(555) 555-1212

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**ENTERTAINMENT EXECUTIVE***Interactive Marketing ~ International Business ~ Partnership Development*

SENIOR EXECUTIVE, experienced in the strategic planning, development and management of multi-million dollar international business operations with specific expertise in the entertainment industry. Consistently successful in analyzing market trends and capitalizing on global market opportunities to create high-profit, high-visibility partnerships through product development, brand positioning, and innovative marketing/media solutions. M.B.A. in International Business and Entertainment Marketing. Fluent in English and proficient in Mandarin Chinese. Available for relocation to Shanghai or Beijing.

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|----------------------------|-------------------------------|-------------------------|
| ◆ Profit & Loss Management | ◆ Strategic Alliance Building | ◆ Business Expansion    |
| ◆ Corporate Image/Branding | ◆ Market Analysis & Trends    | ◆ Contract Negotiations |
| ◆ Platform Development     | ◆ SMS /MMS /Java              | ◆ Media Planning        |

**CAREER ACCOMPLISHMENTS****Virgin America**

- Established a wide array of partnership opportunities with Sony, DreamWorks, Disney, Universal, Fox, ESPN, Nike, Coca Cola, AOL, Google, XBOX, Apple Computer, Panasonic (partial list).
- Initiated multilingual (Chinese, Japanese, Korean, Spanish) brand integration across interactive platforms.
- Developed launch sponsorship strategies that generated \$15 million in additional revenue.
- Saved company \$6 million in capital expenditures for 2006, and an additional \$1.5 million per year over an eight year span, through effective contract negotiations with Virgin suppliers.

**Panasonic Avionics**

- Integral part of developing an all-inclusive global marketing campaign for a \$500 million Panasonic subsidiary; plan encompassed identification and inclusion of untouched market segments.
- Contributed to the development of numerous entertainment concepts for Asian based carriers including Air China, Asiana, Cathay Pacific, China Air, China Eastern, Dragon Air, Eva, JAL, Korean Air, Shanghai Airlines, and Singapore Airlines.
- Led marketing research studies that resulted in Panasonic's pursuit of two new entertainment products requiring a capital investment of \$20 million.

**PROFESSIONAL EXPERIENCE**

VIRGIN AMERICA, New York, NY / San Francisco, CA

2004 – present

*Direct the management and delivery of corporate level functions related to entertainment marketing, service offerings, agency management, licensing agreements, partnership development, product expansion, and profit and loss administration for this new U.S. based international airline.*

***Director of In-flight Entertainment***

- Manage multiple advertising agencies responsible for executing partnership deals across multiple media.
- Create entertainment, movie, and television concepts with high PAX engagement potential to new and changing consumers with special focus on Asian, Hispanic, and teen market demographics.
- Combine entertainment products with interactive service offerings delivered on multiple platforms including Broadband connectivity, Mobile Phones (mobile portal, SMS, MMS, Java) Websites, Kiosks Portal Partnerships, and In-flight Magazines through partnerships with various entertainment outlets.

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